

Quick Service Restaurants and Takeaways - Ireland - July 2017

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“The quick-service restaurant and takeaway market in Ireland is performing well thanks to third-party delivery apps. Fast casual restaurants pose a key challenge to QSRs due to their ability to offer higher-quality food at relatively low prices. If the QSR and takeaway market is to remain resilient, ongoing investment will need to be made in menus, ambience and delivery.”

– **Aisling Kearney, Research Analyst**

This report looks at the following areas:

- Usage of quick-service restaurants and takeaways in IoI, including outlets where Irish consumers typically like to eat in, collect/takeaway and have food delivered
- Healthy alternatives that Irish consumers would be interested in trying
- Consumer attitudes towards quick-service restaurants and takeaways

Ireland’s quick-service restaurants and takeaway market performed well over 2016 thanks in part to third-party delivery services bringing a new level of convenience to the market. The growth in fast casual restaurants, inflation and Brexit are just a few challenges that the market will have to face over 2017/18. Fast food operators are expected to remain resilient with continued investment made to their menus, in-store ambience and delivery services.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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